

## Tourist profile by quarter of trip (2017)

### SPANISH MAINLAND

#### How many are they and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (FRONTUR) (thousands)	318	432	579	336	<b>1,665</b>
Tourist arrivals (> 16 years old) (thousands)	295	387	485	313	<b>1,480</b>
Average daily expenditure (€)	147.82	135.88	134.34	142.50	<b>139.16</b>
. in their place of residence	94.82	88.57	90.70	89.97	<b>90.81</b>
. in the Canary Islands	53.00	47.31	43.64	52.53	<b>48.35</b>
Average length of stay	6.69	6.43	8.47	6.52	<b>7.17</b>
Turnover per tourist (€)	837	733	962	795	<b>842</b>
Total turnover (€m)	266	317	557	267	<b>1,402</b>
Tourist arrivals: share by quarter	19.1%	25.9%	34.8%	20.2%	<b>100%</b>
Turnover: share by quarter	19.0%	22.6%	39.8%	19.0%	<b>100%</b>
<u>% tourists who pay in the Canary Islands:</u>					
<b>Accommodation:</b>					
- Accommodation	16.9%	17.5%	16.1%	16.5%	<b>16.7%</b>
- Additional accommodation expenses	9.8%	10.7%	12.3%	9.5%	<b>10.8%</b>
<b>Transport:</b>					
- Public transport	22.0%	14.8%	14.9%	17.1%	<b>16.8%</b>
- Taxi	22.2%	15.5%	15.2%	18.2%	<b>17.3%</b>
- Car rental	27.7%	36.4%	39.5%	30.7%	<b>34.4%</b>
<b>Food and drink:</b>					
- Food purchases at supermarkets	47.5%	46.6%	50.5%	43.2%	<b>47.4%</b>
- Restaurants	70.2%	69.8%	66.7%	68.2%	<b>68.6%</b>
<b>Souvenirs:</b>	51.0%	56.3%	60.8%	58.6%	<b>57.2%</b>
<b>Leisure:</b>					
- Organized excursions	13.0%	18.3%	21.5%	16.8%	<b>18.0%</b>
- Leisure, amusement	7.8%	13.0%	14.3%	8.4%	<b>11.4%</b>
- Trip to other islands	3.0%	3.3%	5.0%	3.0%	<b>3.7%</b>
- Sporting activities	4.1%	5.7%	6.4%	4.1%	<b>5.3%</b>
- Cultural activities	4.4%	6.7%	6.0%	6.0%	<b>5.9%</b>
- Discos and disco-pubs	13.4%	10.4%	10.2%	11.0%	<b>11.0%</b>
<b>Others:</b>					
- Wellness	2.9%	2.6%	3.8%	3.5%	<b>3.2%</b>
- Medical expenses	4.3%	4.6%	4.6%	4.3%	<b>4.5%</b>
- Other expenses	10.2%	11.8%	11.6%	10.8%	<b>11.2%</b>

2017



**+1%**  
TOURISTS  
1,665,137



**+2%**  
TRAVEL EXPENSES  
€842



**+3%**  
TURNOVER  
€1,402 MILL

#### What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	26.0%	17.8%	15.2%	21.0%	<b>19.2%</b>
Flight and accommodation (room only)	23.6%	22.7%	22.2%	23.5%	<b>22.9%</b>
Flight and accommodation (B&B)	11.1%	9.8%	7.4%	9.9%	<b>9.3%</b>
Flight and accommodation (half board)	16.2%	21.0%	21.7%	18.1%	<b>19.7%</b>
Flight and accommodation (full board)	7.8%	8.0%	8.0%	7.6%	<b>7.9%</b>
Flight and accommodation (all inclusive)	15.3%	20.7%	25.5%	19.9%	<b>21.1%</b>
<u>% Tourists using low-cost airlines</u>	62.2%	63.5%	58.9%	64.0%	<b>61.8%</b>
<u>Other expenses in their place of residence:</u>					
- Car rental	23.6%	27.7%	28.7%	23.7%	<b>26.4%</b>
- Sporting activities	2.1%	3.2%	2.6%	2.7%	<b>2.7%</b>
- Excursions	5.7%	7.2%	8.2%	6.5%	<b>7.1%</b>
- Trip to other islands	2.5%	1.8%	2.1%	1.9%	<b>2.1%</b>

#### How do they book?



	Q1	Q2	Q3	Q4	Total
<b>Accommodation booking</b>					
<b>Tour Operator</b>	10.5%	12.3%	12.0%	12.6%	<b>11.9%</b>
- Tour Operator's website	84.8%	80.9%	76.6%	74.8%	<b>78.7%</b>
<b>Accommodation</b>	21.1%	23.0%	20.0%	20.4%	<b>21.1%</b>
- Accommodation's website	77.9%	85.1%	81.3%	87.0%	<b>82.9%</b>
<b>Travel agency (High street)</b>	23.9%	27.4%	30.5%	28.4%	<b>28.0%</b>
<b>Online Travel Agency (OTA)</b>	23.1%	24.1%	25.5%	23.0%	<b>24.1%</b>
<b>No need to book accommodation</b>	21.5%	13.3%	12.1%	15.6%	<b>14.9%</b>
<b>Flight booking</b>					
<b>Tour Operator</b>	16.4%	17.4%	17.4%	17.4%	<b>17.2%</b>
- Tour Operator's website	78.3%	78.0%	75.2%	78.2%	<b>77.2%</b>
<b>Airline</b>	45.9%	43.4%	36.0%	41.9%	<b>41.1%</b>
- Airline's website	98.8%	98.5%	98.5%	97.8%	<b>98.4%</b>
<b>Travel agency (High street)</b>	23.1%	26.1%	29.8%	26.1%	<b>26.7%</b>
<b>Online Travel Agency (OTA)</b>	14.7%	13.1%	16.7%	14.6%	<b>14.9%</b>

#### How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
The same day they leave	1.2%	1.3%	0.6%	0.6%	0.9%
Between 2 and 7 days	9.0%	10.2%	7.0%	10.2%	8.9%
Between 8 and 15 days	9.9%	11.3%	8.9%	12.1%	10.4%
Between 16 and 30 days	20.2%	19.1%	17.1%	21.7%	19.2%
Between 31 and 90 days	38.1%	38.2%	36.2%	36.6%	37.2%
More than 90 days	21.8%	20.0%	30.2%	18.8%	23.5%

#### Who are they?



	Q1	Q2	Q3	Q4	Total
<b>Gender</b>					
Men	52.8%	51.8%	48.9%	58.2%	<b>52.4%</b>
Women	47.2%	48.2%	51.1%	41.8%	<b>47.6%</b>
<b>Age</b>					
Average age (tourists > 16 years old)	41.8	40.9	39.8	42.1	<b>41.0</b>
Standard deviation	13.4	12.5	12.6	12.9	<b>12.9</b>
<u>Age range (&gt; 16 years old)</u>					
16-24 years old	7.8%	7.8%	12.2%	7.7%	<b>9.3%</b>
25-30 years old	15.0%	15.8%	15.0%	13.7%	<b>15.0%</b>
31-45 years old	41.8%	43.4%	41.1%	40.8%	<b>41.8%</b>
46-60 years old	24.6%	24.8%	25.5%	27.9%	<b>25.6%</b>
Over 60 years old	10.8%	8.2%	6.1%	9.8%	<b>8.4%</b>
<u>Occupation</u>					
Business owner or self-employed	22.4%	19.2%	19.0%	22.0%	<b>20.4%</b>
Upper/Middle management employee	37.2%	34.9%	34.8%	33.1%	<b>34.9%</b>
Auxiliary level employee	20.2%	29.4%	28.3%	28.1%	<b>26.9%</b>
Students	7.3%	6.5%	9.2%	5.1%	<b>7.2%</b>
Retired	9.8%	7.0%	4.8%	6.6%	<b>6.7%</b>
Unemployed / unpaid dom. work	3.1%	3.0%	3.9%	5.1%	<b>3.8%</b>
<u>Annual household income level</u>					
€12,000 - €24,000	28.3%	30.5%	32.6%	32.5%	<b>31.2%</b>
€24,001 - €36,000	26.5%	26.8%	26.8%	23.8%	<b>26.1%</b>
€36,001 - €48,000	18.7%	16.3%	16.3%	16.9%	<b>16.9%</b>
€48,001 - €60,000	9.8%	11.4%	10.4%	12.5%	<b>11.0%</b>
€60,001 - €72,000	6.2%	5.3%	5.3%	4.0%	<b>5.2%</b>
€72,001 - €84,000	2.7%	3.8%	3.3%	3.1%	<b>3.3%</b>
More than €84,000	7.8%	6.0%	5.4%	7.1%	<b>6.4%</b>

## Tourist profile by quarter of trip (2017)

### SPANISH MAINLAND

#### Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	36,994	43,844	69,209	45,725	<b>195,772</b>
- Fuerteventura	16,038	28,755	38,229	19,458	<b>102,480</b>
- Gran Canaria	96,271	115,518	176,238	103,227	<b>491,254</b>
- Tenerife	136,780	184,445	181,392	135,212	<b>637,828</b>
- La Palma	7,998	10,598	15,016	8,672	<b>42,284</b>

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	12.6%	11.4%	14.4%	14.6%	<b>13.3%</b>
- Fuerteventura	5.5%	7.5%	8.0%	6.2%	<b>7.0%</b>
- Gran Canaria	32.7%	30.1%	36.7%	33.1%	<b>33.4%</b>
- Tenerife	46.5%	48.1%	37.8%	43.3%	<b>43.4%</b>
- La Palma	2.7%	2.8%	3.1%	2.8%	<b>2.9%</b>

#### Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel	6.9%	8.3%	8.3%	6.7%	<b>7.7%</b>
4* Hotel	29.0%	40.4%	40.3%	38.2%	<b>37.6%</b>
1-2-3* Hotel	18.1%	14.1%	12.0%	17.7%	<b>15.0%</b>
Apartment	22.6%	23.2%	27.2%	21.3%	<b>24.0%</b>
Property (privately-owned, friends, family)	18.3%	12.0%	11.1%	13.8%	<b>13.4%</b>
Others	5.1%	1.9%	1.2%	2.3%	<b>2.4%</b>

#### Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	71.4%	67.4%	67.1%	71.3%	<b>68.9%</b>
Beaches	30.4%	35.2%	42.8%	30.9%	<b>35.8%</b>
Tranquillity/rest/relaxation	27.3%	33.8%	37.9%	33.2%	<b>33.7%</b>
Scenery	27.4%	31.7%	32.3%	26.5%	<b>30.0%</b>
Visiting new places	14.0%	19.9%	26.0%	18.0%	<b>20.3%</b>
Price	6.7%	8.9%	8.4%	6.9%	<b>7.9%</b>
Quality of the environment	8.3%	7.3%	6.5%	7.7%	<b>7.3%</b>
Suitable destination for children	4.7%	7.5%	8.0%	4.4%	<b>6.5%</b>
Theme parks	2.0%	5.1%	6.3%	3.8%	<b>4.6%</b>
Active tourism	5.1%	4.5%	4.0%	4.1%	<b>4.4%</b>
Nightlife/fun	7.0%	2.2%	2.1%	1.9%	<b>3.1%</b>
Security	3.5%	2.4%	3.1%	3.0%	<b>3.0%</b>
Culture	3.6%	1.7%	2.3%	1.8%	<b>2.3%</b>
Nautical activities	1.7%	2.3%	2.1%	1.9%	<b>2.0%</b>
Ease of travel	2.8%	1.9%	1.3%	2.5%	<b>2.0%</b>
Shopping	2.1%	1.3%	1.7%	1.7%	<b>1.7%</b>

\* Multi-choice question

#### Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	21.3%	18.2%	12.1%	22.0%	<b>17.6%</b>
Only with partner	34.2%	41.3%	37.2%	38.4%	<b>37.9%</b>
Only with children (under the age of 13)	1.2%	1.8%	2.3%	1.4%	<b>1.7%</b>
Partner + children (under the age of 13)	9.0%	15.1%	19.4%	9.7%	<b>14.1%</b>
Other relatives	4.9%	4.1%	5.0%	5.5%	<b>4.9%</b>
Friends	13.6%	6.8%	6.2%	5.2%	<b>7.6%</b>
Work colleagues	1.7%	1.2%	0.5%	1.9%	<b>1.2%</b>
Other combinations <sup>(1)</sup>	14.1%	11.4%	17.3%	16.1%	<b>14.9%</b>

\* Multi-choice question (different situations have been isolated)

#### How do they rate the Canary Islands?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	94.8%	95.5%	93.4%	93.4%	<b>94.2%</b>
Average rating (scale 1-10)	8.95	8.96	8.87	8.93	<b>8.92</b>

#### How many are loyal to the Canary Islands?

Repeat tourists	Q1	Q2	Q3	Q4	Total
At least 1 previous visit	85.2%	78.2%	75.4%	81.3%	<b>79.4%</b>
At least 10 previous visits	18.2%	15.4%	14.5%	19.2%	<b>16.4%</b>

#### Where does the flight come from?

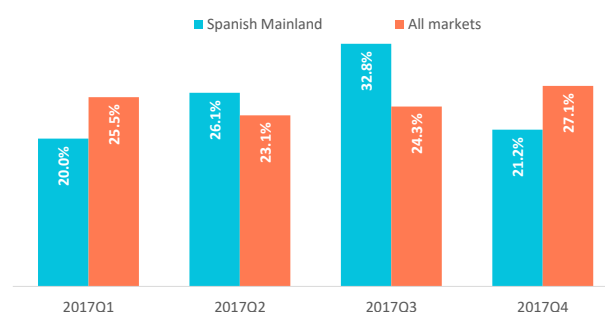
Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
Spanish Mainland	99.7%	99.4%	99.8%	99.6%	<b>99.6%</b>
United Kingdom	0.1%	0.0%	0.1%	0.1%	<b>0.1%</b>
France	0.0%	0.1%	0.1%	0.0%	<b>0.0%</b>
Germany	0.1%	0.0%	0.0%	0.0%	<b>0.0%</b>
Belgium	0.1%	0.0%	0.0%	0.0%	<b>0.0%</b>
Ireland	0.0%	0.0%	0.0%	0.0%	<b>0.0%</b>
Sweden	0.0%	0.0%	0.0%	0.0%	<b>0.0%</b>
Others	0.0%	0.4%	0.0%	0.2%	<b>0.2%</b>

#### What did motivate them to come?

Prescription sources	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	65.5%	55.1%	56.6%	60.3%	<b>58.8%</b>
Recommendation by friends/relatives	33.3%	36.7%	42.3%	34.3%	<b>37.4%</b>
The Canary Islands television channel	0.2%	0.4%	0.2%	0.3%	<b>0.3%</b>
Other television or radio channels	1.2%	1.1%	0.9%	1.2%	<b>1.1%</b>
Information in press/magazines/books	2.9%	3.7%	3.7%	3.2%	<b>3.4%</b>
Attendance at a tourism fair	1.1%	0.6%	0.7%	1.1%	<b>0.8%</b>
Tour Operator's brochure or catalogue	1.1%	1.8%	1.4%	1.1%	<b>1.4%</b>
Recommendation by Travel Agency	3.2%	4.9%	8.1%	5.7%	<b>5.8%</b>
Information obtained via the Internet	17.5%	23.1%	24.0%	18.1%	<b>21.2%</b>
Senior Tourism programme	1.2%	3.0%	0.3%	1.9%	<b>1.5%</b>
Others	14.0%	13.6%	9.1%	15.7%	<b>12.6%</b>

\* Multi-choice question

#### Share of tourist arrivals by quarters



Tourists over 16 years old.

Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.